

ABSTRACT OF THE DISCLOSURE

A method of providing multiple level, price-per-unit (PPU) discounts on gasoline to a customer who purchases at least one cross-marketed product at a point of sale (POS) checkout. The customer is awarded a first PPU discount on the gasoline based on a purchase by the customer of a first cross-marketed product, and is awarded a second PPU discount based on the purchase of a second cross-marketed product. The first discount is then added to the second discount to determine a total PPU discount. The total discount is stored in a discounts issued database. When the customer redeems the discount, the total discount is retrieved from the discounts issued database, and the gasoline station then reduces the PPU of the gasoline by an amount equal to the total discount. Portions of the discount redeemed are then allocated to vendors of the first and second cross-marketed products according to predetermined criteria.